



Preservation Foundation
of the Lake County Forest Preserves

DATE: February 23, 2023

MEMO TO: Nels Leutwiler, Chair
Preservation Foundation Board

FROM: Nan Buckardt
Director of Education

RECOMMENDATION: Recommend approval of a \$1,000 grant from Unrestricted Funds to Support a Visitor Survey for the Bess Bower Dunn Museum.

FINANCIAL DATA: The requested funds will be paid in full in Spring 2023. As of December 31, 2022, the Foundation's total of unrestricted funding was \$445,754.06. Grants payable from the unrestricted funds as of December 31, 2022, include:

Year	Amount
2023	\$139,015
2024	\$38,300
2025	\$11,000
Total Payable from Unrestricted Funds	\$188,315

BACKGROUND: The American Alliance of Museums (AAM) recently announced that member museums can participate in a visitor survey. The survey is designed and conducted in partnership between Wilkening Consulting and the American Alliance of Museums and will be made available to Dunn Museum visitors. In addition to the receiving the data collected from our survey, Dunn Museum staff will benefit from information on how our data compares to other museums in the region. This would be the first in-depth survey of Dunn Museum visitors since the museum opened in 2018 and will serve establish a baseline for future surveys.

This opportunity is offered annually through AAM, though we have never participated. Beyond the typical survey questions, this year's survey has three themes that will provide keen insight into museum visitors and provide staff direction for the future. The themes are:

- Connection to humanity – with the goal to understand what role the museum can play in cultivating a more emotionally connected humankind.
- Civic participation – exploring how the museum might bring disparate viewpoints together in ways that promote a civic mindset.
- Rebuilding museum visitation – to learn about opportunities to expand our audience.

This opportunity arose after approval of the current fiscal year budget. The Dunn Museum requests \$1,000 to participate in this opportunity in 2023. Funding for subsequent annual surveys will be included in future budget requests, and the repeated surveys will be used to monitor trends.

Sponsorship Benefits

Any reports or media that might result from the survey will note funding from the Preservation Foundation.

REVIEW BY OTHERS: Museum Operations Manager, Director of Community Engagement and Partnerships, Director of Finance, Forest Preserves Executive Director, Preservation Foundation Executive Director

PRESERVATION FOUNDATION BOARD:

Date: _____ Roll Call Vote: Ayes: _____ Nays: _____

Voice Vote Majority Ayes; Nays: _____